



WFTV-TV
P.O. Box 863324
Orlando, FL 32886-3324
ph: (407) 841-9000
fx: (407) 841-8259

Advertiser
Agency
Buyer
Salesperson

Crossroads GPS (13649)
Mentzer Media Services, Inc. (3427)
CLOYD, ELISE
Telerep/Washington DC, Washington DC
(1040)
ph: (555) 555-5555
Political - Issue (1068)
1954 CROSSROADS GPS (135670)
National/Political
1954/06289682

Invoice 627599
Inv Date 8/26/2012
Terms Net 30
Contract 328001
Bill Type Standard
Period 7/30/2012 - 8/26/2012

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21286

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

CROSSROADS GPS
CROSSROADS GPS

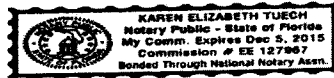
CO-OP/Order Type No/Normal
Package
Gen. Date 8/28/2012 5:45:59PM

OFFICIAL BILLING INVOICE

Orlando (WFTV)

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
1.0	Spot	7:00:00AM- 9:00:00	Day,Th-1,F-1	08/23/12 8:41AM (Th)	00:30	FLSNTV01GPH	\$2300.00	
1.0	Spot	7:00:00AM- 9:00:00	Day,Th-1,F-1	08/24/12 7:42AM (Fr)	00:30	FLSNTV01GPH	\$2300.00	
2.0	Spot	11:00:00AM-12:00:00	Day,Th-1,F-1	08/23/12 11:31AM (Th)	00:30	FLSNTV01GPH	\$1200.00	
2.0	Spot	11:00:00AM-12:00:00	Day,Th-1,F-1	08/24/12 11:33AM (Fr)	00:30	FLSNTV01GPH	\$1200.00	
3.0	Spot	12:00:00PM- 1:00:00	Day,Th-2,F-2	08/23/12 12:11PM (Th)	00:30	FLSNTV01GPH	\$1000.00	
3.0	Spot	12:00:00PM- 1:00:00	Day,Th-2,F-2	08/23/12 12:38PM (Th)	00:30	FLSNTV01GPH	\$1000.00	
3.0	Spot	12:00:00PM- 1:00:00	Day,Th-2,F-2	08/24/12 12:29PM (Fr)	00:30	FLSNTV01GPH	\$1000.00	
3.0	Spot	12:00:00PM- 1:00:00	Day,Th-2,F-2	08/24/12 12:52PM (Fr)	00:30	FLSNTV01GPH	\$1000.00	
4.0	Spot	5:00:00PM- 6:00:00	Day,Th-1,F-1	08/23/12 5:53PM (Th)	00:30	FLSNTV01GPH	\$2500.00	
4.0	Spot	5:00:00PM- 6:00:00	Day,Th-1,F-1	08/24/12 5:28PM (Fr)	00:30	FLSNTV01GPH	\$2500.00	
5.0	Spot	6:00:00PM- 6:30:00	Day,Th-1,F-1	08/23/12 6:22PM (Th)	00:30	FLSNTV01GPH	\$3500.00	
5.0	Spot	6:00:00PM- 6:30:00	Day,Th-1,F-1	08/24/12 6:29PM (Fr)	00:30	FLSNTV01GPH	\$3500.00	
6.0	Spot	7:00:00PM- 7:30:00	Day,Th-1,F-2	08/23/12 6:59PM (Th)	00:30	FLSNTV01GPH	\$4200.00	
6.0	Spot	7:00:00PM- 7:30:00	Day,Th-1,F-2	08/24/12 7:07PM (Fr)	00:30	FLSNTV01GPH	\$4200.00	
6.0	Spot	7:00:00PM- 7:30:00	Day,Th-1,F-2	08/24/12 7:29PM (Fr)	00:30	FLSNTV01GPH	\$4200.00	
8.0	Spot	11:35:00PM-12:05:00	Day,Th-1,F-1	08/23/12 12:01AM (Th)	00:30	FLSNTV01GPH	\$2250.00	
8.0	Spot	11:35:00PM-12:05:00	Day,Th-1,F-1	08/24/12 11:55PM (Fr)	00:30	FLSNTV01GPH	\$2250.00	
9.0	Spot	11:00:00PM-11:35:00	Day,Th-2,F-2,Su-2	08/23/12 11:12PM (Th)	00:30	FLSNTV01GPH	\$2250.00	
9.0	Spot	11:00:00PM-11:35:00	Day,Th-2,F-2,Su-2	08/23/12 11:34PM (Th)	00:30	FLSNTV01GPH	\$2250.00	
9.0	Spot	11:00:00PM-11:35:00	Day,Th-2,F-2,Su-2	08/24/12 11:25PM (Fr)	00:30	FLSNTV01GPH	\$2250.00	
9.0	Spot	11:00:00PM-11:35:00	Day,Th-2,F-2,Su-2	08/24/12 11:34PM (Fr)	00:30	FLSNTV01GPH	\$2250.00	
9.0	Spot	11:00:00PM-11:35:00	Day,Th-2,F-2,Su-2	08/26/12 11:14PM (Su)	00:30	FLSNTV01GPH	\$2250.00	
9.0	Spot	11:00:00PM-11:35:00	Day,Th-2,F-2,Su-2	08/26/12 11:22PM (Su)	00:30	FLSNTV01GPH	\$2250.00	
10.1	Spot	7:30:00PM-10:30:00	Day,Th-2	08/23/12 9:03PM (Th)	00:30	FLSNTV01GPH	\$5000.00	
10.1	Spot	7:30:00PM-10:30:00	Day,Th-2	08/23/12 10:02PM (Th)	00:30	FLSNTV01GPH	\$5000.00	
12.0	Spot	12:00:00PM-12:30:00	Day,Sa-1	08/25/12 12:26PM (Sa)	00:30	FLSNTV01GPH	\$600.00	
13.0	Spot	6:00:00PM- 6:30:00	Day,Sa-1	08/25/12 6:29PM (Sa)	00:30	FLSNTV01GPH	\$1600.00	
14.0	Spot	12:00:00PM-12:30:00	Day,Su-1	08/26/12 12:29PM (Su)	00:30	FLSNTV01GPH	\$600.00	
15.0	Spot	6:00:00PM- 6:30:00	Day,Su-1	08/26/12 6:26PM (Su)	00:30	FLSNTV01GPH	\$2200.00	
16.0	Spot	7:00:00PM- 8:00:00	Day,Su-2	08/26/12 7:20PM (Su)	00:30	FLSNTV01GPH	\$3000.00	
16.0	Spot	7:00:00PM- 8:00:00	Day,Su-2	08/26/12 7:43PM (Su)	00:30	FLSNTV01GPH	\$3000.00	
17.0	Spot	11:30:00PM-12:00:00	Day,Su-1	08/26/12 11:47PM (Su)	00:30	FLSNTV01GPH	\$500.00	
28.0	Spot	7:30:00PM- 8:00:00	Day,F-2	08/24/12 7:38PM (Fr)	00:30	FLSNTV01GPH	\$4200.00	M/G For 7.0.1,7.0.2
28.0	Spot	7:30:00PM- 8:00:00	Day,F-2	08/24/12 7:52PM (Fr)	00:30	FLSNTV01GPH	\$4200.00	M/G For 7.0.1,7.0.2
29.0	Spot	8:00:00PM- 9:00:00	Day,F-2	08/24/12 8:00PM (Fr)	00:30	FLSNTV01GPH	\$4500.00	M/G For 11.0.1,11.0.2
29.0	Spot	8:00:00PM- 9:00:00	Day,F-2	08/24/12 8:21PM (Fr)	00:30	FLSNTV01GPH	\$4500.00	M/G For 11.0.1,11.0.2

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total	\$92,500.00
Commission	(\$13,875.00)
Net Total	\$78,625.00

Total Spots 36

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.

Officially printed on 10/02/12 05:27 PM

Page: 1